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December 1983

Monthly Survey of

LIFE INSURANCE SALES IN THE UNITED STATES AND CANADA

Comparisons with Previous Year

	ANNUALIZED PREMIUM		FACE AMOUNT		NUMBER OF POLICIES	
	Current month	Year to date	Current month	Year to date	Current month	Year to date
UNITED STATES						
All ordinary business	129%	122%	119%	125%	110%	107%
Ordinary companies and departments	132%	124%	119%	126%	113%	112%
Combination companies and departments	116%	115%	119%	119%	104%	100%
CANADA						
All ordinary business	108%	111%	106%	115%	99%	106%

This survey gives:

Ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are shown.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (e.g., annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 145 companies operating in the United States and 38 companies operating in Canada. The United States contributors represent 63 percent of the 1981 United States ordinary volume, and 59 percent of the ordinary policies sold; the Canadian contributors represent 68 percent of the 1981 Canadian ordinary volume, and 72 percent of the policies. Since no industry data are available on total annualized new ordinary premiums, the proportion of the premium total of each country represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on amount of ordinary life insurance in force in the country on January 1, 1983. The in force categories and, in parentheses, the number of contributing companies or departments in each:

UNITED STATES

Ordinary companies or departments

Group 1—$14 billion or more (24)
Group 2—$7 billion to $14 billion (20)
Group 3—$4 billion to $7 billion (25)
Group 4—$2 billion to $4 billion (22)
Group 5—$1 billion to $2 billion (18)
Group 6—Less than $1 billion (24)

Combination companies or departments

Group 7—$25 billion or more (2)
Group 8—$8 billion to $25 billion (4)
Group 9—Less than $8 billion (17)

CANADA

Group 1—$4 billion or more (14)
Group 2—$1 billion to $4 billion (15)
Group 3—Less than $1 billion (9)

LIMRA INTERNATIONAL

Profit from our research.

UNITED STATES

Ordinary Sales Results of 145 Companies

	ANNUALIZED PREMIUM (in thousands)			FACE AMOUNT (in thousands)			NUMBER OF POLICIES			PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY			
	1982	1983	1983 1982	1982	1983	1983 1982	1982	1983	1983 1982	1982	1983	1983 1982	1982	1983	1983 1982	1982	1983	1983 1982	
January	$ 250,977	$ 301,768	120%	$ 22,854,940	$ 30,960,538	135%	585,801	703,276	120%	$10.98	$ 9.75	89%	$39,015	$44,023	113%	$428	$429	100%	January
February	253,537	305,590	121	25,122,132	32,506,542	129	696,857	773,603	111	10.09	9.40	93	36,051	42,020	117	364	395	109	February
March	313,086	371,888	119	31,167,793	39,515,663	127	849,323	914,126	108	10.05	9.41	94	36,697	43,228	118	369	407	110	March
April	288,211	362,994	126	29,506,647	38,083,742	129	764,704	866,144	113	9.77	9.53	98	38,586	43,969	114	377	419	111	April
May	290,844	355,609	122	29,176,755	37,972,459	130	763,934	838,896	110	9.97	9.36	94	38,193	45,265	119	381	424	111	May
June	318,140	384,088	121	32,049,583	40,757,804	127	807,987	862,456	107	9.93	9.42	95	39,666	47,258	119	394	445	113	June
July	286,661	335,876	117	28,740,127	35,028,671	122	731,898	745,900	102	9.97	9.59	96	39,268	46,962	120	392	450	115	July
August	301,453	364,851	121	30,172,497	38,369,254	127	795,015	814,852	102	9.99	9.51	95	37,952	47,087	124	379	448	118	August
September	296,603	365,692	123	30,301,171	37,638,571	124	759,065	819,408	108	9.79	9.72	99	39,919	45,934	115	391	446	114	September
October	312,156	382,617	123	32,464,888	38,695,668	119	818,031	839,725	103	9.62	9.89	103	39,687	46,081	116	382	456	119	October
November	330,059	397,376	120	34,445,487	39,777,177	115	848,380	833,928	98	9.58	9.99	104	40,601	47,699	117	389	477	123	November
December	419,136	541,374	129	41,689,341	49,569,003	119	841,800	922,709	110	10.05	10.92	109	49,524	53,721	108	498	587	118	December
Year total	$3,660,863	$4,469,723	122%	$367,691,361	$458,875,092	125%	9,262,795	9,935,023	107%	$ 9.96	$ 9.74	98%	$39,696	$46,188	116%	$395	$450	114%	Year total

122 Ordinary Companies and 11 Ordinary Departments of Combination Companies

Total group																			**Total group**
Month	$ 346,248	$ 457,235	132%	$ 36,846,906	$ 43,816,196	119%	533,751	604,058	113%	$ 9.40	$10.44	111%	$69,034	$72,536	105%	$649	$757	117%	**Month**
Year to date	$2,850,558	$3,538,493	124%	$313,844,317	$394,734,418	126%	5,297,504	5,949,533	112%	$ 9.08	$ 8.96	99%	$59,244	$66,347	112%	$538	$595	111%	**Year to date**
Group 1—Month	$ 214,468	$ 288,002	134%	$ 23,491,392	$ 27,588,897	117%	346,884	383,409	111%	$ 9.13	$10.44	114%	$67,721	$71,957	106%	$618	$751	122%	Group 1—Month
Year to date	$1,793,219	$2,214,740	124%	$199,928,396	$252,432,595	126%	3,456,731	3,882,784	112%	$ 8.97	$ 8.77	98%	$57,837	$65,013	112%	$519	$570	110%	Year to date
Group 2—Month	$ 60,778	$ 77,067	127%	$ 6,184,281	$ 7,479,876	121%	76,970	98,605	128%	$ 9.83	$10.30	105%	$80,347	$75,857	94%	$790	$781	99%	Group 2—Month
Year to date	$ 495,480	$ 596,596	120%	$ 52,357,724	$ 65,272,042	125%	747,069	852,976	114%	$ 9.46	$ 9.14	97%	$70,084	$76,523	109%	$663	$699	105%	Year to date
Group 3—Month	$ 40,927	$ 52,488	128%	$ 4,082,938	$ 4,888,880	120%	58,880	65,993	112%	$10.02	$10.74	107%	$69,343	$74,082	107%	$695	$795	114%	Group 3—Month
Year to date	$ 322,826	$ 400,760	124%	$ 35,560,943	$ 41,940,377	118%	590,251	636,393	108%	$ 9.08	$ 9.56	105%	$60,247	$65,903	109%	$547	$630	115%	Year to date
Group 4—Month	$ 16,511	$ 25,633	155%	$ 1,588,240	$ 2,358,990	149%	23,264	27,590	119%	$10.40	$10.87	105%	$68,270	$85,502	125%	$710	$929	131%	Group 4—Month
Year to date	$ 142,893	$ 197,163	138%	$ 14,321,666	$ 20,279,294	142%	239,782	274,955	115%	$ 9.98	$ 9.72	97%	$59,728	$73,755	123%	$596	$717	120%	Year to date
Group 5—Month	$ 9,683	$ 9,467	98%	$ 1,048,803	$ 1,078,171	103%	16,907	18,679	110%	$ 9.23	$ 8.78	95%	$62,034	$57,721	93%	$573	$507	88%	Group 5—Month
Year to date	$ 61,571	$ 88,524	144%	$ 7,429,314	$ 10,266,653	138%	149,832	191,145	128%	$ 8.29	$ 8.62	104%	$49,584	$53,711	108%	$411	$463	113%	Year to date
Group 6—Month	$ 3,881	$ 4,638	120%	$ 451,252	$ 421,382	93%	10,846	9,782	90%	$ 8.60	$11.01	128%	$41,605	$43,077	104%	$358	$474	132%	Group 6—Month
Year to date	$ 34,569	$ 40,710	118%	$ 4,246,274	$ 4,543,457	107%	113,839	111,280	98%	$ 8.14	$ 8.96	110%	$37,301	$40,829	109%	$304	$366	120%	Year to date

23 Combination Companies and Departments

Excluding weekly premium ordinary

Total group																			**Total group**
Month	$ 70,418	$ 81,535	116%	$ 4,787,625	$ 5,699,946	119%	285,460	297,282	104%	$14.71	$14.30	97%	$16,772	$19,174	114%	$247	$274	111%	**Month**
Year to date	$ 780,398	$ 898,742	115%	$ 53,181,513	$ 63,420,200	119%	3,687,199	3,693,818	100%	$14.67	$14.17	97%	$14,423	$17,169	119%	$212	$243	115%	**Year to date**
Group 7—Month	$ 36,386	$ 45,713	126%	$ 2,500,728	$ 3,131,672	125%	107,003	119,774	112%	$14.55	$14.60	100%	$23,371	$26,147	112%	$340	$382	112%	Group 7—Month
Year to date	$ 375,819	$ 442,498	118%	$ 26,989,014	$ 31,436,301	116%	1,210,966	1,297,728	107%	$13.92	$14.08	101%	$22,287	$24,224	109%	$310	$341	110%	Year to date
Group 8—Month	$ 15,111	$ 16,910	112%	$ 1,027,778	$ 1,174,542	114%	70,051	79,981	114%	$14.70	$14.40	98%	$14,672	$14,685	100%	$216	$211	98%	Group 8—Month
Year to date	$ 189,305	$ 221,006	117%	$ 12,446,057	$ 15,294,152	123%	1,064,314	1,046,640	98%	$15.21	$14.45	95%	$11,694	$14,613	125%	$178	$211	119%	Year to date
Group 9—Month	$ 18,921	$ 18,912	100%	$ 1,259,119	$ 1,393,732	111%	108,406	97,527	90%	$15.03	$13.57	90%	$11,615	$14,291	123%	$175	$194	111%	Group 9—Month
Year to date	$ 215,274	$ 235,238	109%	$ 13,746,442	$ 16,689,747	121%	1,411,919	1,349,450	96%	$15.66	$14.09	90%	$ 9,736	$12,368	127%	$152	$174	114%	Year to date

Weekly premium ordinary

Month	$ 2,471	$ 2,604	105%	$ 54,810	$ 52,861	96%	22,589	21,369	95%	$45.08	$49.26	109%	$ 2,426	$ 2,474	102%	$109	$122	112%	**Month**
Year to date	$ 29,907	$ 32,487	109%	$ 665,531	$ 720,474	108%	278,092	291,672	105%	$44.94	$45.09	100%	$ 2,393	$ 2,470	103%	$108	$111	103%	**Year to date**

CANADA

Ordinary Sales Results of 38 Companies

	ANNUALIZED PREMIUM (in thousands)			FACE AMOUNT (in thousands)			NUMBER OF POLICIES		
	1982	1983	1983 1982	1982	1983	1983 1982	1982	1983	1983 1982
January	$ 18,743	$ 21,425	114%	$ 2,312,963	$ 2,877,334	124%	47,434	53,265	113%
February	24,215	27,505	114	3,085,487	3,647,354	118	65,844	71,265	108
March	26,771	30,035	112	3,408,602	3,947,191	116	69,573	75,440	108
April	25,830	26,491	103	3,327,980	3,960,625	107	68,046	68,743	101
May	25,218	28,586	113	3,189,180	3,943,274	124	66,641	73,905	111
June	28,416	33,205	117	3,566,299	4,494,191	126	74,686	81,532	109
July	25,116	27,480	109	3,116,904	3,590,418	115	63,088	66,413	105
August	23,147	26,855	116	2,940,579	3,435,951	117	56,700	62,270	110
September	26,620	30,550	115	3,347,876	4,008,298	120	68,250	77,432	113
October	29,801	32,863	110	3,853,850	4,285,153	111	79,400	80,936	102
November	33,633	36,160	108	4,406,441	4,674,672	106	84,197	85,856	102
December	32,754	35,533	108	4,234,850	4,500,683	106	75,384	74,648	99
Year total	$320,264	$356,688	111%	$40,791,011	$46,966,044	115%	818,958	871,705	106%
Group 1—Month	$ 24,741	$ 24,746	100%	$ 3,057,118	$ 3,013,221	99%	56,008	52,938	95%
Year to date	$240,822	$257,982	107%	$29,124,853	$32,710,062	112%	620,033	640,698	103%
Group 2—Month	$ 6,714	$ 9,396	140%	$ 969,386	$ 1,235,426	127%	15,939	17,920	112%
Year to date	$ 65,380	$ 86,622	132%	$ 9,137,256	$12,034,044	132%	162,099	194,893	120%
Group 3—Month	$ 1,299	$ 1,391	107%	$ 208,346	$ 252,036	121%	3,437	3,790	110%
Year to date	$ 14,062	$ 12,084	86%	$ 2,528,902	$ 2,220,938	88%	36,826	36,114	98%

	PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY		
	1982	1983	1983 1982	1982	1983	1983 1982	1982	1983	1983 1982
January	$ 8.10	$ 7.45	92%	$49,161	$54,019	110%	$398	$402	101%
February	7.85	7.54	96	46,824	51,180	109	367	386	105
March	7.85	7.61	97	48,993	52,322	107	385	398	103
April	7.76	7.44	96	48,908	51,795	106	380	385	101
May	7.91	7.25	92	47,820	53,356	112	378	387	102
June	7.97	7.39	93	47,751	55,122	115	380	407	107
July	8.06	7.65	95	49,407	54,062	109	398	414	104
August	7.87	7.82	99	51,862	55,178	106	408	431	106
September	7.95	7.62	96	49,053	51,765	106	390	395	101
October	7.73	7.67	99	48,537	52,945	109	375	406	108
November	7.63	7.74	101	52,335	54,448	104	399	421	106
December	7.73	7.90	102	56,177	60,292	107	434	476	110
Year total	$ 7.85	$ 7.59	97%	$49,808	$53,877	108%	$391	$409	105%
Group 1—Month	$ 8.09	$ 8.21	101%	$54,584	$56,920	104%	$442	$467	106%
Year to date	$ 8.27	$ 7.89	95%	$46,973	$51,054	109%	$388	$403	104%
Group 2—Month	$ 6.93	$ 7.61	110%	$60,818	$68,941	113%	$421	$524	124%
Year to date	$ 7.16	$ 7.20	101%	$56,368	$61,747	110%	$403	$444	110%
Group 3—Month	$ 6.23	$ 5.52	89%	$60,619	$66,500	110%	$378	$367	97%
Year to date	$ 5.56	$ 5.44	98%	$68,672	$61,498	90%	$382	$335	88%

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